

A smiling woman with dark hair, wearing a bright yellow sweater over a white collared shirt, is looking towards the camera. She is in a workshop or office environment with a whiteboard in the background covered in colorful sticky notes (orange, pink, green, yellow). A computer monitor is visible on the left side of the frame.

XDi

User Research, Product and Market Analysis

100% free with a **Bildungsgutschein** from the Arbeitsagentur

FOCUS

TOP
ANBIETER FÜR
WEITERBILDUNG
2026

XDi
Experience Design
Institut

FOCUS.DE/BUSINESS

Discover the world of UX research

Join our ux course to become a Certified UX Researcher. Study online at your own pace with mentor support, and develop expertise in UX research, UX design and usability testing as well as product & market analysis. Kick-start your career with a well-paid, rewarding job.

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An overview of your career

Learn at your own pace with this UX research-bootcamp fully online and flexible, whenever and wherever it suits you. Design your learning journey and advance at a rhythm that matches your lifestyle. Acquire in-demand, practical skills in UX research, UX design and usability testing as well as product & market analysis. Learn 1-on-1 with an experienced mentor, accompanied by your personal study advisor and our career coaches. Make yourself job-ready and secure a future-proof job.

Skills you'll master

- User research methodology and UX foundations
- Market and competitor analysis
- Data analysis & synthesis
- Reporting, visual data communication and presentation of research results
- Product design decision and usability optimization

Tools, techniques & methods



Figma



FigJam



Teams



Google



Generative Research



Evaluative Research



Qualitative Data Collection



Quantitative Data Collection



Data Analysis & Synthesis

Details of your course



Format

Guided E-Learning



Duration

Vollzeit: 4 Wochen

Teilzeit: 8 Wochen

Berufsbegleitend: 4 Monate



Start

Wöchentlich, immer montags



Scope

Vollzeit: 30-40 h / Woche

Teilzeit: 10-20 h / Woche

Berufsbegleitend: 2-4 h / Woche



Languages

English

German

Benefits of our Guided E-Learning boot-camps



Learn anytime, anywhere

Tailor your professional development to your preferences, schedule and lifestyle. Learn anytime, anywhere and at your own pace.



Personal mentoring via video meetings

Book an appointment at any time with your mentor, who will accompany you on your learning and career path and provide you with personal support.



Job-ready practice in real-world projects

Our courses are based on practical, industry-specific scenarios and teach practical skills that can be directly applied in your professional life.



University-level multimedia content

You will benefit from interactive content at university level. You can expect comprehensive articles, videos, quizzes and practical exercises that bring the theory to life.



Interactive live sessions with industry experts

Take part in interactive live workshops with industry experts to dynamically review and deepen your understanding of the learning content covered.



Career services for your new job

With application training, career consultations and our active job placement service, we help you on your way to your new job.

Learn how it suits you

...just like you enjoy it!



Full-time

Want to immerse yourself fully in UX research? Then take part in our full-time intensive course.

- Qualification in 4 Wochen
- Learn full-time flexibly
- 30-40 Stunden per Woche



Part-time

Do you have a part-time job, children or other commitments? Then take the UX research-course part-time.

- Qualification in 8 Wochen
- Learn part-time flexibly
- 10-20 Stunden per Woche



While working

Do you have a full-time job and hardly any time to study during the day? Then study alongside your job, in the evenings or at weekends.

- Qualification in 4 Monaten
- Study online alongside your job
- 2-4 Stunden per Woche

Satisfaction guarantee

Try it for 14 days

Feel free to try the course risk-free for up to 14 days from the start date. If it doesn't meet your expectations, you may cancel your enrollment at no additional cost.



Our course is suitable for the following people



Unemployed & job seekers

You are unemployed or seeking work, eligible for a Bildungsgutschein, and want to use this time to qualify for a new job as a UX Researcher.



Career changers and professionals switching fields

You are a professional from another industry and want to become a UX Researcher to advance your career, grow, and seize new opportunities.



Employees at risk of unemployment

You are an employee at a company affected by structural change, your job is at risk, and you need training to secure your position.



New employees & career starters

You have just started a job in a new work environment and lack the relevant skills to meet the job's demands and work productively.



Aspiring UX Researchers

You are a UX Researcher and want to expand your knowledge in UX research and advance your career.



Graduates and students

You have recently graduated or are still studying and want to enhance your academic qualifications with practical, industry-relevant skills.

Your career prospects and job opportunities

Take the next step in your career

Secure a job in one of the fastest-growing professions in the technology industry. Acquire in-depth knowledge in UX research, product design, data & market analysis. Develop exactly the skills you need for a career as UX Researcher. Secure an attractive, well-paid job with a future in the IT industry.

€ 63.700

Average annual salary

1.300

Average monthly job offers

+8%

Estimated employment growth by 2030

Top 10

Estimated employment growth by 2030



Project based learning

Hands-on practice. Capstone project.

Recognized portfolio that stands

Through project-based learning, we ensure a holistic, active, and sustainable approach to skill development that bridges theory and practice and optimally prepares learners for real-world challenges.

Our courses primarily focus on developing the skills that are essential for professional success and personal growth. Theory and practice complement each other, and participants are actively involved in the learning process.



Project with assignments and real-world case studies

Start your professional development and work on a real-world project! Tackle realistic tasks that will perfectly prepare you for your future job.



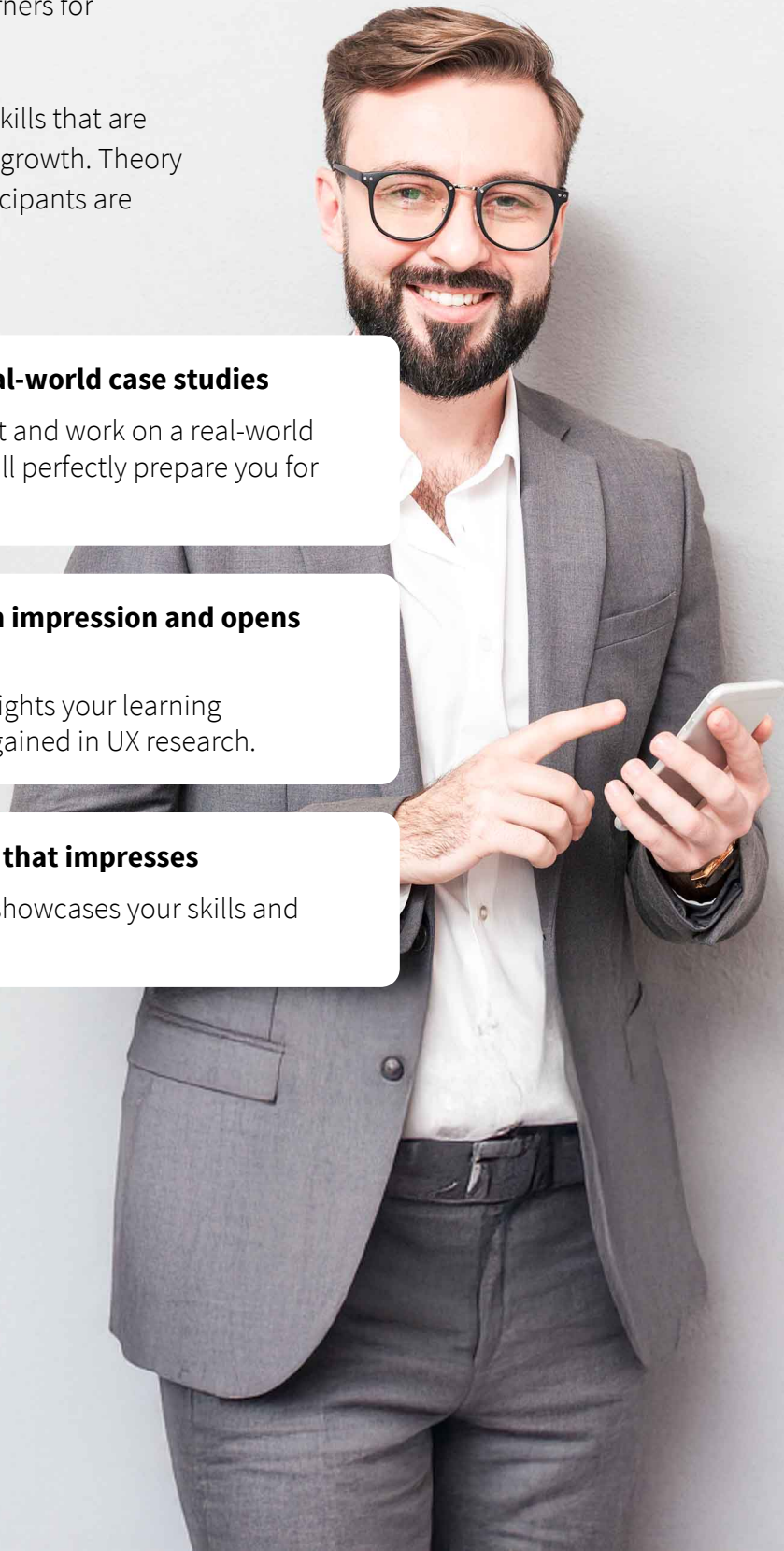
A capstone project that makes an impression and opens doors

Create a capstone project that highlights your learning achievements and the skills you've gained in UX research.



An industry-recognized portfolio that impresses

Create an impressive portfolio that showcases your skills and opens doors with hiring managers.



CURRICULUM

What you will learn

Hands-on education in the skills of the future

In this UX research course, you will acquire the most important skills based on a curriculum designed by industry experts. The UX research training includes industry-validated, interactive content at a university level and extensive hands-on experience in real projects. You will build a portfolio and complete the program with a capstone project.



Module 1

Foundations of User Experience and Usability

This module provides you with a comprehensive understanding of the concepts, techniques, and methods of the iterative UX design process. Using practical case studies, you will learn how UX design increases product success and how to develop user-centered solutions.

Core Skills

UX foundations

Usability concepts

UX design process

Design methods

Learning Outcomes

You will learn:

- to define the specialist areas of usability and user experience and name their objectives.
- to describe the iterative UX design lifecycle – from research to validation – in the context of other design processes and explain its phases.
- to understand the added value of user experience based on specific case studies and analyze how to use UX principles to develop successful products.

Content

- The foundations of user experience and usability
- The UX design process and its methods
- Case studies on the added value of user research

Module 2

Generative Research

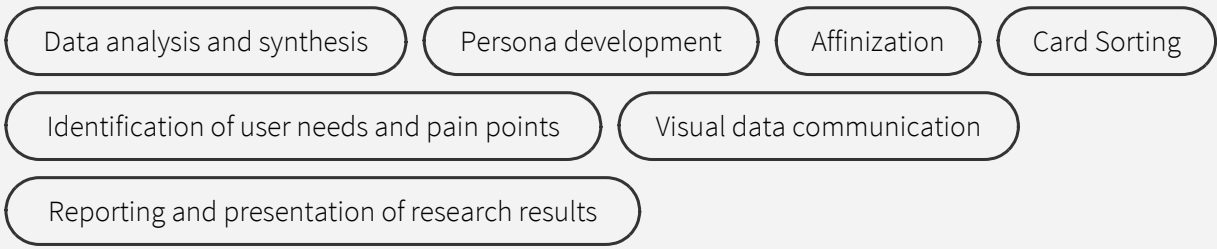
In this module, you will delve deep into the world of generative user research. You will learn how to use qualitative and quantitative data collection methods to develop a sound understanding of the needs, motivations and behaviors of your users. From user interviews and ethnographic studies to the design of meaningful surveys – you will acquire practical skills to transform raw data into valuable insights and thus lay the foundation for innovative, user-centered products.

Core Skills

Generative User Research

Qualitative research methods

Quantitative research methods



Learning Outcomes

You will learn:

- to apply qualitative data collection methods (such as user interviews and ethnographic studies) in a targeted manner to gain deeper insights into user behavior.
- to design and conduct quantitative surveys to gain user insights and statistically validate hypotheses.
- to master techniques for data synthesis and analysis in order to transform raw data into meaningful insights, such as empathy maps and personas.
- to visualize the findings and translate them into convincing reports that serve as a basis for decision-making in product development.

Content

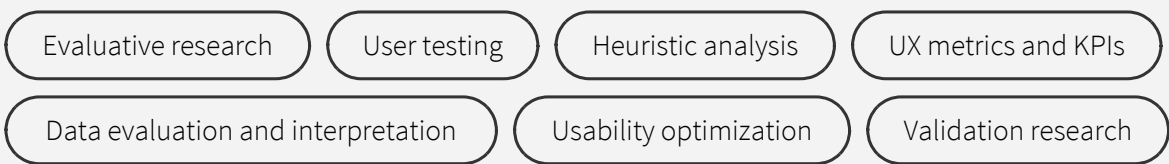
- Introduction to generative research
- Qualitative data collection methods
- Quantitative data collection methods
- Methods of data synthesis and analysis
- Reporting and communication

Module 3

Evaluative Research

This module covers evaluative user research to test and optimize the usability and effectiveness of existing products. You will learn how to plan, carry out and evaluate user tests in order to identify specific weaknesses in the user experience. You will also acquire the ability to carry out heuristic analyses and evaluate the usability of a product based on established principles. This module equips you with the necessary skills to systematically improve products and ensure an outstanding user experience.

Core Skills



Learning Outcomes

You will learn:

- to methodically plan user tests (incl. A/B tests, usability tests, eye-tracking studies) to evaluate the user-friendliness of products.
- to precisely analyze and interpret the results of user tests to identify concrete optimization potential.
- to carry out heuristic analyses to identify usability problems based on recognized principles.
- to apply UX metrics and KPIs (Key Performance Indicators) to objectively measure and communicate the success of design decisions.
- to conduct validation research and prove the effectiveness of design solutions through empirical data.

Content

- Qualitative data methods
- Quantitative data methods
- Experience Mapping & Product Metrics

Module 4

Market and Competitor Analysis

This module introduces you to strategic thinking in UX design. You will combine user needs with business goals, analyze markets, and define the product scope. In the end, you will be able to develop a convincing product strategy that not only creates a first-class user experience but also ensures business success.

Core Skills

Competitive analysis

Product roadmapping

Strategic reporting

Data-driven decision making

Learning Outcomes

You will learn:

- to analyze markets and competitors to identify new potential and competitive advantages using strategies such as the Blue Ocean strategy.

- to gather and prioritize user and stakeholder requirements to define a realistic product scope and create a minimum viable product (MVP).
- to develop a compelling product vision and a clear value proposition that links user needs to strategic business goals.
- to communicate the strategic value of UX work and position yourself as a strategic partner in the company
- to design a holistic product strategy that ensures an excellent user experience and sustainable business success.

Content

- Competitor analysis: feature analysis, user experience audits, SWOT assessments.
- Product scope: Use of market trends, user requirements, and competitive insights for strategy development.
- Product strategy: Summary of analysis results in reports for data-driven, strategic recommendations.

Human-centered learning

in an online learning environment

Online, but not alone. Our proven, human-centered approach guarantees you ongoing support and a dedicated team to guide you every step of the way.



Superb learning outcomes

Start with great mentors

Our mentors will guide you every step of the way on your learning journey with experience, expertise, and a genuine commitment to your success. After all, learning is always easier when you have people who believe in you.



Personal 1-on-1 mentoring

Receive personalized feedback and tailored support from industry experts during regular video calls.



Review and Support

From portfolio reviews to interview coaching: our mentors will help you get ready for the job.



Structured support

Week after week, your mentor will help you stay on track, grow, and reach your goals.



Valuable feedback

From individual project tasks to your final assignment, your mentor will provide you with feedback on your practical work.

Career services

for you and your future

With our career services, we guide you through the entire professional development, from onboarding to successful completion and beyond. We support you from your first career goal to signing your contract with personalized coaching, practical support, and smart tools. We ensure that you're ready for the job market and connect you with interesting employers.



Academic advising

Our academic advisors are here to offer you guidance and support, and will help you overcome any challenges that come your way.



Job application training

You'll benefit from free job application training tailored to the needs of employers.



Career advice sessions

We offer free career counseling sessions with experienced HR managers to provide you with personalized advice.



Career coaching

Our career coaches will support you from the very start of the course and provide you with the best possible preparation for your professional career.

Funding & financing

There are many ways for you to take advantage of our subsidized training programs. Below, we have compiled all the relevant information about the available funding options that you can use to participate in our training programs.



Bildungsgutschein

00,00€

100% funding with an AZA-V-certified education voucher



Self-payers

One-time payment

2.240 €



Monthly payment

One-time payment before the course starts

2.580 €

Monthly payment

1.980 €

Bildungsgutschein

100% funded professional development

Take advantage of training or retraining funded through a Bildungsgutschein from the Agentur für Arbeit! You get the chance to gain specific skills and seize new career opportunities. All further training costs are covered by the Agentur für Arbeit or the Jobcenter.

A Bildungsgutschein allows you to participate in training programs free of charge. These are financed by the Agentur für Arbeit or the Jobcenter to support residents in Germany to upskill and improve their professional qualifications.

Maßnahmenummer

Full-time: 955/286/2024

Here's how to get your Bildungsgutschein

1 Consultation

Make an appointment at your local Agentur für Arbeit.

2 Bootcamp

Choose an XDi course of your choice.

3 Course offer

Request a quote for the course of your choice.

4 Application

Submit an application and your course offering.

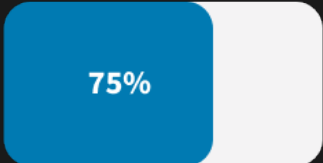
5 Registration

Register and submit the education voucher.

Qualifizierungschancengesetz

For job seekers and employees

At a time when technologies are constantly evolving, and the world of work is transforming, companies need to invest in professional development and upskilling of their employees. This ensures they are prepared for the challenges of the future and enables organizations to successfully navigate the digital transformation.

| Company size |  <50 Employees |  <500 Employees |  from 500 Employees |
|-----------------------|---|---|---|
| Further Training cost |  100% |  50% |  25% |
| Wage subsidy |  75% |  50% |  25% |

Benefit from XDi

XDi focuses on new, interactive teaching and learning formats based on the latest findings in brain research. Our motto is “learning by doing”; participants in our training programs learn to apply relevant methods and techniques through practical exercises in realistic projects, with the support of a personal mentor.



Officially recognized certificate

Upon completion of the training program, you will receive the „UX Researcher“ certificate from the XDi – Experience Design Institute. The certificate is recognized by German UPA, the Interaction Design Foundation, and UXPA, and has earned an international reputation.



Top salary & career opportunities

More jobs require more knowledge. Many of our students achieved positive results after attending our seminars.



UX/User Experience Designer

creates positive and intuitive user experiences

Up to **58.000€**

UX/User Researcher

conducts qualitative and quantitative user research

Up to **63.700€**

UI/User Interface Designer

designs user interfaces tailored to specific target groups

Up to **49.000€**

Interaction Designer

designs digital processes, dialogues and interactions

Up to **45.400€**

Information Architect

structures content for target group-oriented use

Up to **43.000€**

UX Copywriter

optimises the user experience with precise texts

Up to **43.300€**

See for yourself!

Show more →



Annika Gabriel

Auf meiner Arbeit kam es zu immer mehr Nachfragen nach kommunikativen Weblösungen für Kunden. Neben meinen Design-Skills fehlte mir allerdings noch ein großes Wissen an Know-How und Theorie der User Experience. Dank der Weiterbildung zum [Certified User Experience Designer](#) des XDi kann ich endlich Webseiten und Apps gestalten, in denen mehr steckt als nur ein Oberflächendesign.



Johanna Weigele

Super Kursaufbau, der es mir ermöglicht hat, maximal flexibel die Weiterbildung „[Certified User Experience Designer](#)“ zu durchlaufen. Der Figma-Kurs und die Mentoren-Termine haben mir extrem weitergeholfen und ich konnte auch ohne Vorwissen den Kurs gut meistern. Meine Mentorin stand mir stets mit Rat und Tat zur Seite und hat mich toll durch die Weiterbildung begleitet. Ich habe sehr viel gelernt und freue mich darauf, dies in meinem Unternehmen umzusetzen!



5/5

Google



4,5/5

Trustpilot



4,9/5

Kursfinder



4,7/5

Career
Karma



4,9/5

Course
Report



4,7/5

SwitchUp

Our references

These companies are training their workforce with us and recruiting our students.

[See all our references →](#)

adidas

Allianz 

amazon 

 **ATVUIA**



 **Bayer**

 **BOSCH**

DAIMLER

Deloitte.

 **BAHN**

Deutsche Bank 

Dr. Becker  Klinikgruppe

Dräger

e.on

fielmann



BOSS
HUGO BOSS

ING 

 Mercedes-Benz

SUPER 

 **Telefónica**

Certified and accredited

Government-approved and **100% eligible** for funding. Get some advice on how to get everything you need for the Federal Employment Agency.



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**Learn today
for the world of tomorrow**

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🕒 Mo. - Fr. 08:00 - 17:00 Uhr

🌐 xd-i.com